

Message Text

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FOR BIC/OIM: TRAFTON/BLAKE

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: BUSINESS EQUIPMENT SHOW PROCUREMENT

REF: USDOC 14067

A. ECONOMATIC AB CONFIRMED PARTICIPATION FOR TALAS SYSTEMS INC.
OIM PLEASE COLLECT PA.

B. 1. PRODUCT MANAGER ROLF HULT OF BURROUGHS APPARENTLY
PERSUADED SALES DIRECTOR RUNE KARLSSON'S DECISION, THORBJOERN
NILSSON, PRESIDENT, CONFIRMED THAT BURROUGHS NOW WILL NOT
REPEAT NOT PARTICIPATE.

2. STC UNABLE IDENTIFY ENGSTROM AB IN STOCKHOLM. WOULD
APPRECIATE PROVIDING FULL COMPANY NAMES WHEN REQUESTING FOLLOW UP.

3. PA RECEIVED FROM SCANDIA METRIC DATOR AB FOR BEEHIVE
TERMINALS, SALT LAKE CITY, UT; COMPUCORP., LOS ANGELES, CA;
DIABLO SYSTEMS INC., HAYWARD, CA; ROCKWELL INTERNATIONAL
MICROELECTRONIC PRODUCTS DIVISION, ANAHEIM, CALIFORNIA.

4) IBM SVENSKA AB COMMUNICATIONS DEPT. REPEATED PRE-
VIOUS ATTITUDE THAT IT IS NOT IBM POLICY TO PARTICIPATE
IN TC SHOWS BECAUSE OF ADEQUACY OF COMPANY'S OWN MARKETING
AND PRODUCT-DEMONSTRATION PROGRAMS.

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5) PA RECEIVED FROM JOHN FARMER, PUBLICITY MANAGER,

BELL & HOWELL (UK) LTD.

6) SVEN BACKMAN OF ERIK NIELSEN KONTORSMASKINER AB
VERY INTERESTED FOR MONROE; HAS BEEN CONTACTED BY PARENT
COMPANY RE SUBJECT SHOW. DECISION ON PARTICIPATION EXPECTED
SHORTLY.

7) STC DIRECTOR STADTLER VISITED MANAGING DIRECTOR
HODGKINSON OF NCR OCTOBER 10 TO ATTEMPT TO BRING THIS
UNDECIDED COMPANY INTO SHOW.

8) MANAGING DIRECTOR PETER KINGDON OF DEXTRAERM AB
DECLINED PARTICIPATION FOR TELETYPE CORP. DUE TO LARGE
NUMBER OF SHOWS ENTERED THIS YEAR, INCLUDING STC'S MARCH
EDP SHOW.

9) SALES MANAGER ROLF INGERSSON OF BERG BOLINDER
AB VERY INTERESTED IN SHOW FOR SAXON BUSINESS PRODUCTS.
DECISION EXPECTED SHORTLY.

10) SALES MANAGER FOR REDACTRON AT FACT AB, AKE
HEDENSTROM, DECLINED PARTICIPATION DUE TO SHORT NOTICE,
AND BECAUSE OF FACIT AB PARTICIPATION IN REGULAR SCANDI-
NAVIAN TRADE SHOWS.

11) NOT REFERRING TO REFTTEL, SALES MANAGER BERNT
FORMOO OF ESSELTE SYSTEM AB WILL PARTICIPATE FOR FOLLOW-
ING PRINCIPALS: A) WASHINGTON SCIENTIFIC CO., B) MICRO-
INFORMATION INC. AND POSSIBLY OTHERS.

12) VERBAL STEN DAHLANDER SUBMITTED PA TO STC AND
THEN WITHDREW FROM SHOW NEXT DAY STATING THAT \$2000 OTM
FEE FOR ONE PRINCIPAL, GENERAL BINDING CORP., EXHIBITING
LAMINATING MACHINES, WAS EXCESSIVE AMOUNT. COMPANY CANNOT
QUALIFY AS NTM. READING BETWEEN THE LINES, WE GUESS THAT
SALES MANAGER CLAES FLEMING'S ENTHUSIASM FOR SHOW MET
WITH OPPOSITION FROM COMPANY'S FINANCE DIRECTOR, WITH
FINAL MANAGEMENT DECISION FAVORING FINANCE DEPT.
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